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A B; channel of distribution: the path a product takes from producer or mfgr. to final user: intermediaries(or middlemen) businesses involved in sales transactions that move products provide value to producers since they have expertise in certain areas

## Quia - Marketing Essentials - Chapter 21 - Channels of ...

Marketing Essentials © 2009 Chapter 21 I-Study A channel of distribution is the path a product takes from the producer or manufacturer to the final user.

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ASKINS, PHILLIP S. Welcome; Trade Show 2013-2014; Class Resources. Marketing Essentials Notes; Assignments; Web Resources; Questionnaire; Erie High School; Class Resources; Marketing Essentials Notes; Marketing Essentials . Marketing Basics ... Chapter 1: Marketing Is All Around Us. Chapter 2: The Marketing Plan . Unit 2: Economics . Chapter 3 ...

#### ASKINS, PHILLIP S / Marketing Essentials Notes

Unit 7 Distribution Chapter 21 Channels of Distribution Chapter 22 Physical Distribution Chapter 23 Purchasing ... Marketing Essentials Chapter 21, Section 21.2 . Distribution Intensity Intensive distribution X involves the use of all suitable outlets to sell a product. The goal is

# Unit 7 - Erie Pennsylvania

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# Colby, Jason / Marketing Essentials Powerpoints

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